

Tom C.

Graham	✓
Jack	✓
Steve	✓
Peter	✓

Please file this for next year's Topic selection process.

August 17, 1984

for W
Please file
TC

MEMO

TO: Sales, Program Managers

FROM: Jan Woolley

SUBJECT: 1985 Topics

Attached is the mailing that went out Friday, August 17, to MAPS and ISP clients asking for their comments on 1985 program topics. The fulfillment list was used for the mailing. You may want to follow-up to see that all clients have a chance to respond and that others in your account company who are not on the fulfillment list have a chance to respond.

I've also attached a copy of the 1985 Customer Service Program outline. An informal client survey was recently completed by Graham which resulted in the final version of the program for 1985.

TO: Peter

MAPS - old subjects

- nothing on FM, timber systems, competition.
- no appⁿ oriented issues.

ISP

- no people issues

Questions poorly designed in places

It would also help to spell terms correctly - like video tex - if we can't spell it right we have a real problem!



See back

INFORMATION SYSTEMS PROGRAM (ISP)
1985 TOPIC PREFERENCE QUESTIONNAIRE

Please indicate your organization's degree of interest in the potential research topics listed below for INPUT's 1985 Information Systems Program (ISP). Add any topics that may be of interest to you.

IS PLANNING

Check Degree Of Interest

	<u>Very Low</u>	<u>Low</u>	<u>Medium</u>	<u>High</u>	<u>Very High</u>
I. <u>HARDWARE</u>					
A. Large Scale Hardware	()	()	()	()	()
B. Facilities Planning	()	()	()	()	()
C. Selection Criteria For Large Scale Systems	()	()	()	()	()
D. Developments and Trends of Intelligent Workstations					
D. <u>Developments and Trends of Intelligent Workstations</u>	()	()	()	()	()
E. The Changing Role of Minicomputers	()	()	()	()	()
F. The Resurrection of Distributive Processing	()	()	()	()	()
G. Other (Specify)					
H. <u>DISTRIBUTED PROCESSORS:</u>	()	()	()	()	()
<u>4860, 38, 36, Series 1 on others.</u>	()	()	()	()	()
II. <u>SOFTWARE AND SYSTEMS</u>					
A. Decision Support Systems Experiences (Update)	()	()	()	()	()
B. MVS/XA: Experiences and Outlook	()	()	()	()	()
C. Software Productivity (Update)	()	()	()	()	()
D. Integrated Software Among Computers	()	()	()	()	()



INFORMATION SYSTEMS PROGRAM (ISP) 1985 TOPIC PREFERENCE QUESTIONNAIRE (CONT)

	<u>Very Low</u>	<u>Low</u>	<u>Medium</u>	<u>High</u>	<u>Very High</u>
E. New Directions In Software Maintenance	()	()	()	()	()
F. Artificial Intelligence and Expert Systems; Practices and Trends	()	()	()	()	()
G. Videotext and Teletext Opportunities and Caveats	()	()	()	()	()
H. Fourth Generation Language Applications (update)	()	()	()	()	()
I. Developing a Corporate Information Strategy	()	()	()	()	()
J. Simulation and Prototyping Systems	()	()	()	()	()
K. Other (Specify) _____	()	()	()	()	()
_____	()	()	()	()	()

III. END-USER COMPUTING

A. Integrating Office Systems with Information Systems	()	()	()	()	()
B. Impact and Outlook of User Friendly Interfaces (Icons, Mouse, Touch Systems, etc.)	()	()	()	()	()
C. Office Systems Implementation Experiences (update)	()	()	()	()	()
D. Techniques for Improved Office Systems Planning	()	()	()	()	()
E. Organizational Impacts of End User Computing	()	()	()	()	()
F. Electronic Mail/Computer Conferencing: Progress and Pitfalls	()	()	()	()	()
G. PC in an Information Center Environment	()	()	()	()	()
H. Personal Computer-to-Mainframe Systems: Experiences and Outlook (update)	()	()	()	()	()



INFORMATION SYSTEMS PROGRAM (ISP) 1985 TOPIC PREFERENCE QUESTIONNAIRE (CONT)

	Very <u>Low</u>	<u>Low</u>	<u>Medium</u>	<u>High</u>	Very <u>High</u>
I. Distributed vs Central Office Systems: Which strategy to choose.	()	()	()	()	()
J. Computer Graphics	()	()	()	()	()
K. Other(Specify) _____	()	()	()	()	()
_____	()	()	()	()	()
IV. <u>TELECOMMUNICATIONS</u>					
A. Security in Communications Networks: Technology and Experiences	()	()	()	()	()
B. Update on Changing Economics of Telecommunications	()	()	()	()	()
C. Personal Computer-to-Main-frame Communications (update)	()	()	()	()	()
D. Gateway Planning	()	()	()	()	()
E. SNA Emulation: Risks and Rewards	()	()	()	()	()
F. Local Area Networks -- Experiences and Outlook (update)	()	()	()	()	()
G. Telecommunications Network Development: Build, Buy or Lease?	()	()	()	()	()
H. Non-Bell Telecommunications: Opportunities and Challenges	()	()	()	()	()
I. Telecommunications Interfaces for the Mid 1980's	()	()	()	()	()
J. Implications of AT&T Divestiture	()	()	()	()	()
K. International Communications Planning Alternatives	()	()	()	()	()
L. SNA Networks: Challenges and Experiences (Update)	()	()	()	()	()
M. Strategic and Tactical Planning Methodologies for Telecommunications	()	()	()	()	()



INFORMATION SYSTEMS PROGRAM (ISP) 1985 TOPIC PREFERENCE QUESTIONNAIRE

	Very Low	Low	Medium	High	Very High
N. Personal and Organizational Issues To Meet Current and Future Telecommunications Challenges	()	()	()	()	()
O. Integrating Voice and Data Communications	()	()	()	()	()
P. Economics of Telecommunications	()	()	()	()	()
Q. Other (specify) _____	()	()	()	()	()
_____	()	()	()	()	()
V. <u>MANAGEMENT AND SPECIAL ISSUES</u>					
A. How to Organize to Provide Computing Resources in the Mid 1980s	()	()	()	()	()
B. Techniques for Managing a Multivendor Environment	()	()	()	()	()
C. Information Systems Education and Training Trends	()	()	()	()	()
D. Approaches to Disaster Recovery Planning	()	()	()	()	()
E. IS Budget Statistics	()	()	()	()	()
F. Techniques for Improving Relationships with End-Users	()	()	()	()	()
G. The Changing Strategies in IS Personnel Management	()	()	()	()	()
H. Other (specify) _____	()	()	()	()	()
_____	()	()	()	()	()

VI. HUMANICS

- | | |
|---|------------------------------------|
| 1. ECONOMIC ISSUES | 6. HEALTH ISSUES ON AUTOMATION |
| 2. LEGAL & REGULATORY CHANGES | 7. UNIONIZATION OF IS/OS |
| 3. PRIVACY CONSIDERATIONS | 8. ORGANIZATION IMPACTS OF SYSTEMS |
| 4. IMPACT OF SYSTEMS ON EMPLOYMENT LEVELS | 9. INTER INTRA INDUSTRY IMPACTS |
| 5. " " " " ON TYPE OF PERSONNEL | |

INPUT



INFORMATION SYSTEMS PROGRAM (ISP) 1985 TOPIC PREFERENCE QUESTIONNAIRE

Should have been separate

VI. PROGRAM STRUCTURE

A. Size and Frequency of Research Reports

*Additional
request!*
Prefer major reports (100+ pages) issued
bimonthly

~~Yes~~ ~~No~~ *# Reports*
necessary *YEAR*
() ()

Prefer issue reports (25-30 pages) issued
monthly

() ()

Other structure suggestions (specify) _____

How's

B. Deliverable Preferences

*Give
owner structure*
Rank the value to your company of the following ISP deliverables
(1=most valuable, 2=next most valuable, etc.)

wouldn't rank!

Rank

Research reports

Hotline services

Executive Bulletins

On-site client presentation

Visits with INPUT staff

Visits to INPUT library

Client Conference

One day regional seminars

Other (specify) _____

C. Other suggestions for improving the value of the ISP program for your organization.

VII. Are you the principal user of ISP?

Yes No

If not, who is?

NAME _____

TITLE _____

Tamara

under info!

more...



INFORMATION SYSTEMS PROGRAM (ISP) 1985 TOPIC PREFERENCE QUESTIONNAIRE (CONT.)

Date Completed _____

Completed by:

NAME _____

TITLE: _____

DEPT. _____

COMPANY: _____

ADDRESS: _____

TELEPHONE () _____

Please return this completed form no later than August 31, 1984 to:

Steve Kerns
Manager, Information Systems Program
INPUT
1943 Landings Drive
Mountain View, CA 94043

THANK YOU VERY MUCH FOR YOUR FEEDBACK!

good Mini-Micro Seminar method.

- 1. Do Newsletters - quarterly 6 months

- 2. Sample size.

3. Topics - 6 months.

4. Trend in question in last 6 months

- 5. on-line service. tap into electronic.

6. Report on use of service at client meetings.

7.

- Credibility
- education

MARKET ANALYSIS AND PLANNING SERVICE (MAPS)
1985 TOPIC PREFERENCE QUESTIONNAIRE

Please indicate your organization's degree of interest in the potential 1985 research topics and structure for INPUT's Market Analysis and Planning Service (MAPS).

Circle Degree Of Interest

	Very <u>Low</u>	<u>Low</u>	<u>Medium</u>	<u>High</u>	Very <u>High</u>
I. MARKETS					
A. Industry-Specific: Opportunities and five-year forecasts in:					
Banking and Finance	1	2	3	4	5
Discrete Manufacturing	1	2	3	4	5
Education	1	2	3	4	5
Federal Government	1	2	3	4	5
Insurance	1	2	3	4	5
Medical	1	2	3	4	5
Process Manufacturing	1	2	3	4	5
Retail Distribution	1	2	3	4	5
Services	1	2	3	4	5
State and Local Government	1	2	3	4	5
Telecommunications Firms	1	2	3	4	5
Utilities	1	2	3	4	5
Wholesale Distribution	1	2	3	4	5
Other Industry-Specific (itemize) _____	1	2	3	4	5
_____	1	2	3	4	5
B. Cross-Industry: Opportunities and five-year forecasts in:					
Accounting	1	2	3	4	5
Business Graphics	1	2	3	4	5
Distribution Applications	1	2	3	4	5
Electronic Publishing	1	2	3	4	5
Home computing	1	2	3	4	5
Engineering and Scientific	1	2	3	4	5
Human Resources	1	2	3	4	5
Planning and Analysis Systems	1	2	3	4	5
Project Management	1	2	3	4	5
Sales and Marketing Applications	1	2	3	4	5

*STC
Sequence
needed*



Systems Software

Applications Development

Tools	1	2	3	4	5
Data Base Management Systems	1	2	3	4	5
Network Management Systems	1	2	3	4	5
Library Control Systems	1	2	3	4	5
Operating Systems	1	2	3	4	5
Data Center Management Systems	1	2	3	4	5
Other (specify)	1	2	3	4	5
	1	2	3	4	5

Utility Processing

Videotex	1	2	3	4	5
Other cross-industry (specify)	1	2	3	4	5
	1	2	3	4	5

C. New Trends and Opportunities in:

Fourth Generation Languages	1	2	3	4	5
Expert and Knowledge-based Systems	1	2	3	4	5
Integrated Analysis Systems (beyond Lotus, Symphony, etc.)	1	2	3	4	5
Micro-to-Mainframe	1	2	3	4	5
Interindustry Electronic Distribution	1	2	3	4	5

D. Other Topics

Information Services Industry Analysis and Forecasts: 1985-

1990 (annual report)	1	2	3	4	5
Information Center Opportunities	2	3	4	5	
UNIX in Corporate America	1	2	3	4	5
Joint Ventures: Strategies and Caveats	1	2	3	4	5
Vendor Financial Watch (financial trend analysis of public information services companies)	1	2	3	4	5



II. DELIVERY MODES

To what extent would you like to see more, the same, or less coverage of the following delivery modes:

	<u>Circle Coverage Desired</u>				
	<u>Much Less</u>	<u>Less</u>	<u>Same</u>	<u>More</u>	<u>Much More</u>
Remote Computing Services	1	2	3	4	5
On-line Data Base Services	1	2	3	4	5
Value Added Networks (VANs)	1	2	3	4	5
Facilities Management	1	2	3	4	5
Application Software	1	2	3	4	5
Systems Software	1	2	3	4	5
Professional Services					
- Software Development	1	2	3	4	5
- Consulting	1	2	3	4	5
- Education and Training	1	2	3	4	5
Turnkey Systems					
- Packaged Systems	1	2	3	4	5
- Custom Systems	1	2	3	4	5
Systems Integration	1	2	3	4	5
Other (specify) _____	1	2	3	4	5
_____	1	2	3	4	5

III. PERSONAL COMPUTERS (PCs)

	<u>Circle Degree of Interest</u>				
	<u>Very Low</u>	<u>Low</u>	<u>Medium</u>	<u>High</u>	<u>Very High</u>
Strategies for selling to large Corporations	1	2	3	4	5
Pricing Strategies and Trends	1	2	3	4	5
Distribution Channel Strategies	1	2	3	4	5
_____	1	2	3	4	5
_____	1	2	3	4	5
_____	1	2	3	4	5



Circle Degree of Interest

	Very <u>Low</u>	<u>Low</u>	<u>Medium</u>	<u>High</u>	Very <u>High</u>
IV. MANAGEMENT AND MARKETING ISSUES					
Marketing Methods That Boost Sales	1	2	3	4	5
Acquisition Strategies and Trends	1	2	3	4	5
Pricing Trends	1	2	3	4	5
Sales Compensation Practices	1	2	3	4	5
Keys For Strengthening Market Intelligence Systems	1	2	3	4	5
Improving Sales Promotion Effectiveness	1	2	3	4	5
New Methods For Improving Customer Support Activities	1	2	3	4	5
Distribution Channel Opportunities	1	2	3	4	5
Effective Telemarketing Approaches	1	2	3	4	5
Hiring and Training Practices	1	2	3	4	5
Techniques For Integrating Market Research into Strategic Planning	1	2	3	4	5
Marketing of Multiple Delivery Mode Services	1	2	3	4	5
Other (specify) _____	1	2	3	4	5
_____	1	2	3	4	5

V. PROGRAM STRUCTURE

Circle Answer

	<u>Yes</u>	<u>No</u>
A. Size and Frequency of Research Reports		
- Prefer major reports (100+ pages) issued bimonthly	1	2
- Prefer issue reports (25-30 pages) issued monthly	1	2
- Other structure suggestions (specify) _____		
- _____		
- _____		



B. Deliverable Preferences

Rank the value to your company of the following MAPS deliverables
(1=most valuable, 2=next most valuable, etc.)

	<u>Rank</u>
Research reports	_____
Hotline services	_____
Executive Bulletins	_____
On-site client presentation	_____
Visits with INPUT staff	_____
Visits to INPUT library	_____
Client Conference	_____
One day regional seminars	_____
Other (specify) _____	_____
_____	_____

C. Other suggestions for improving the value of the MAPS program for your organization.

VI. Are you the principal user of the MAPS program? _____ Yes _____ No

If not, who is?

NAME _____

TITLE _____

continuing.....



Please return this completed form no later than August 31, 1984 to:

Jack M. Keen
Director of Client Programs
INPUT
1943 Landings Drive
Mountain View, CA 94043

Date Completed _____

Completed by:

NAME _____

TITLE _____

DEPARTMENT _____

COMPANY _____

CITY/STATE _____

TELEPHONE _____

THANK YOU VERY MUCH FOR YOUR FEEDBACK!



INFORMATION SYSTEMS PROGRAM (ISP) 1985 TOPIC PREFERENCE QUESTIONNAIRE

VI. PROGRAM STRUCTURE

A. Size and Frequency of Research Reports

Yes

No

Prefer major reports (100+ pages) issued bimonthly

()

()

Prefer issue reports (25-30 pages) issued monthly

()

()

Other structure suggestions (specify)

12 reports/program

B. Deliverable Preferences

Rank the value to your company of the following ISP deliverables (1=most valuable, 2=next most valuable, etc.)

Research reports
Hotline services
Executive Bulletins
On-site client presentation
Visits with INPUT staff
Visits to INPUT library
Client Conference
One day regional seminars
Other (specify)

Rank

hard to
current

Other suggestions for improving the value of the ISP program for

VII. Are you the principal user of ISP?

Yes

No

If not, who is?

NAME

TITLE

INPUT



MARKET ANALYSIS AND PLANNING SERVICE (MAPS)
1985 TOPIC PREFERENCE QUESTIONNAIRE

Please indicate your organization's degree of interest in the potential 1985 research topics and structure for INPUT's Market Analysis and Planning Service (MAPS).

Circle Degree Of Interest

	Very <u>Low</u>	<u>Low</u>	<u>Medium</u>	<u>High</u>	Very <u>High</u>
I. MARKETS					
A. Industry-Specific: Opportunities and five-year forecasts in:					
Banking and Finance	1	2	3	4	5
Discrete Manufacturing	1	2	3	4	5
Education	1	2	3	4	5
Federal Government	1	2	3	4	5
Insurance	1	2	3	4	5
Medical	1	2	3	4	5
Process Manufacturing	1	2	3	4	5
Retail Distribution	1	2	3	4	5
Services	1	2	3	4	5
State and Local Government	1	2	3	4	5
Telecommunications Firms	1	2	3	4	5
Utilities	1	2	3	4	5
Wholesale Distribution	1	2	3	4	5
Other Industry-Specific (itemize) _____	1	2	3	4	5
_____	1	2	3	4	5
B. Cross-Industry: Opportunities and five-year forecasts in:					
Accounting	1	2	3	4	5
Business Graphics	1	2	3	4	5
Distribution Applications	1	2	3	4	5
Electronic Publishing	1	2	3	4	5
Home computing	1	2	3	4	5
Engineering and Scientific	1	2	3	4	5
Human Resources	1	2	3	4	5
Planning and Analysis Systems	1	2	3	4	5
Project Management	1	2	3	4	5
Sales and Marketing Applications	1	2	3	4	5



Systems Software

Applications Development					
Tools	1	2	3	4	5
Data Base Management					
Systems	1	2	3	4	5
Network Management					
Systems	1	2	3	4	5
Library Control Systems	1	2	3	4	5
Operating Systems	1	2	3	4	5
Data Center Management					
Systems	1	2	3	4	5
Other (specify)					
	1	2	3	4	5
	1	2	3	4	5
Utility Processing	1	2	3	4	5
Videotex	1	2	3	4	5
Other cross-industry (specify)					
	1	2	3	4	5
	1	2	3	4	5

C. New Trends and Opportunities in:

Fourth Generation Languages	1	2	3	4	5
Expert and Knowledge-based					
Systems	1	2	3	4	5
Integrated Analysis Systems	1	2	3	4	5
(beyond Lotus, Symphony, etc.)					
Micro-to-Mainframe	1	2	3	4	5
Interindustry Electronic					
Distribution	1	2	3	4	5

D. Other Topics

Information Services Industry					
Analysis and Forecasts: 1985-					
1990 (annual report)	1	2	3	4	5
Information Center Opportunities	1	2	3	4	5
UNIX in Corporate America	1	2	3	4	5
Joint Ventures: Strategies					
and Caveats	1	2	3	4	5
Vendor Financial Watch					
(financial trend analysis of					
public information services					
companies)	1	2	3	4	5



II. DELIVERY MODES

To what extent would you like to see more, the same, or less coverage of the following delivery modes:

	<u>Circle Coverage Desired</u>				
	<u>Much Less</u>	<u>Less</u>	<u>Same</u>	<u>More</u>	<u>Much More</u>
Remote Computing Services	1	2	3	4	5
On-line Data Base Services	1	2	3	4	5
Value Added Networks (VANs)	1	2	3	4	5
Facilities Management	1	2	3	4	5
Application Software	1	2	3	4	5
Systems Software	1	2	3	4	5
Professional Services					
- Software Development	1	2	3	4	5
- Consulting	1	2	3	4	5
- Education and Training	1	2	3	4	5
Turnkey Systems					
- Packaged Systems	1	2	3	4	5
- Custom Systems	1	2	3	4	5
Systems Integration	1	2	3	4	5
Other (specify) _____	1	2	3	4	5
_____	1	2	3	4	5

III. PERSONAL COMPUTERS (PCs)

	<u>Circle Degree of Interest</u>				
	<u>Very Low</u>	<u>Low</u>	<u>Medium</u>	<u>High</u>	<u>Very High</u>
Strategies for selling to large Corporations	1	2	3	4	5
Pricing Strategies and Trends	1	2	3	4	5
Distribution Channel Strategies	1	2	3	4	5
_____	1	2	3	4	5
_____	1	2	3	4	5
_____	1	2	3	4	5



Circle Degree of Interest

	Very <u>Low</u>	<u>Low</u>	<u>Medium</u>	<u>High</u>	Very <u>High</u>
IV. MANAGEMENT AND MARKETING ISSUES					
Marketing Methods That Boost Sales	1	2	3	4	5
Acquisition Strategies and Trends	1	2	3	4	5
Pricing Trends	1	2	3	4	5
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Techniques For Integrating Market Research into Strategic Planning	1	2	3	4	5
Marketing of Multiple Delivery Mode Services	1	2	3	4	5
Other (specify) _____	1	2	3	4	5
_____	1	2	3	4	5

V. PROGRAM STRUCTURE

	<u>Circle Answer</u>	
	<u>Yes</u>	<u>No</u>
A. Size and Frequency of Research Reports		
- Prefer major reports (100+ pages) issued bimonthly	1	2
- Prefer issue reports (25-30 pages) issued monthly	1	2
- Other structure suggestions (specify)		
- _____		
- _____		



B. Deliverable Preferences

Rank the value to your company of the following MAPS deliverables
(1=most valuable, 2=next most valuable, etc.)

Rank

Research reports	_____
Hotline services	_____
Executive Bulletins	_____
On-site client presentation	_____
Visits with INPUT staff	_____
Visits to INPUT library	_____
Client Conference	_____
One day regional seminars	_____
Other (specify) _____	_____
_____	_____

C. Other suggestions for improving the value of the MAPS program for your organization.

VI. Are you the principal user of the MAPS program? _____ Yes _____ No

If not, who is?

NAME _____

TITLE _____

continuing.....



Please return this completed form no later than August 31, 1984 to:

Jack M. Keen
Director of Client Programs
INPUT
1943 Landings Drive
Mountain View, CA 94043

Date Completed _____

Completed by:

NAME _____

TITLE _____

DEPARTMENT _____

COMPANY _____

CITY/STATE _____

TELEPHONE _____

THANK YOU VERY MUCH FOR YOUR FEEDBACK!



MARKET ANALYSIS AND PLANNING SERVICE (MAPS)
1985 TOPIC PREFERENCE QUESTIONNAIRE

Please indicate your organization's degree of interest in the potential 1985 research topics and structure for INPUT's Market Analysis and Planning Service (MAPS).

		<u>Circle Degree Of Interest</u>				
		Very <u>Low</u>	<u>Low</u>	<u>Medium</u>	<u>High</u>	Very <u>High</u>
I. MARKETS						
A. Industry-Specific: Opportunities and five-year forecasts in:						
Banking and Finance	1	2	3	4	5	
Discrete Manufacturing	1	2	3	4	5	
Education	1	2	3	4	5	
Federal Government	1	2	3	4	5	
Insurance	1	2	3	4	5	
Medical	1	2	3	4	5	
Process Manufacturing	1	2	3	4	5	
Retail Distribution	1	2	3	4	5	
Services	1	2	3	4	5	
State and Local Government	1	2	3	4	5	
Telecommunications Firms	1	2	3	4	5	
Utilities	1	2	3	4	5	
Wholesale Distribution	1	2	3	4	5	
Other Industry-Specific (itemize) _____	1	2	3	4	5	
_____	1	2	3	4	5	
B. Cross-Industry: Opportunities and five-year forecasts in:						
Accounting	1	2	3	4	5	
Business Graphics	1	2	3	4	5	
Distribution Applications	1	2	3	4	5	
Electronic Publishing	1	2	3	4	5	
Home computing	1	2	3	4	5	
Engineering and Scientific	1	2	3	4	5	
Human Resources	1	2	3	4	5	
Planning and Analysis Systems	1	2	3	4	5	
Project Management	1	2	3	4	5	
Sales and Marketing Applications	1	2	3	4	5	



Systems Software

Applications Development					
Tools	1	2	3	4	5
Data Base Management					
Systems	1	2	3	4	5
Network Management					
Systems	1	2	3	4	5
Library Control Systems	1	2	3	4	5
Operating Systems	1	2	3	4	5
Data Center Management					
Systems	1	2	3	4	5
Other (specify)					
	1	2	3	4	5
	1	2	3	4	5
Utility Processing	1	2	3	4	5
Videotex	1	2	3	4	5
Other cross-industry (specify)					
	1	2	3	4	5
	1	2	3	4	5

C. New Trends and Opportunities in:

Fourth Generation Languages	1	2	3	4	5
Expert and Knowledge-based					
Systems	1	2	3	4	5
Integrated Analysis Systems	1	2	3	4	5
(beyond Lotus, Symphony, etc.)					
Micro-to-Mainframe	1	2	3	4	5
Interindustry Electronic					
Distribution	1	2	3	4	5

D. Other Topics

Information Services Industry					
Analysis and Forecasts: 1985-					
1990 (annual report)	1	2	3	4	5
Information Center Opportunities	1	2	3	4	5
UNIX in Corporate America	1	2	3	4	5
Joint Ventures: Strategies					
and Caveats	1	2	3	4	5
Vendor Financial Watch					
(financial trend analysis of					
public information services					
companies)	1	2	3	4	5



II. DELIVERY MODES

To what extent would you like to see more, the same, or less coverage of the following delivery modes:

<u>Circle Coverage Desired</u>					
	<u>Much Less</u>	<u>Less</u>	<u>Same</u>	<u>More</u>	<u>Much More</u>
Remote Computing Services	1	2	3	4	5
On-line Data Base Services	1	2	3	4	5
Value Added Networks (VANs)	1	2	3	4	5
Facilities Management	1	2	3	4	5
Application Software	1	2	3	4	5
Systems Software	1	2	3	4	5
Professional Services					
- Software Development	1	2	3	4	5
- Consulting	1	2	3	4	5
- Education and Training	1	2	3	4	5
Turnkey Systems					
- Packaged Systems	1	2	3	4	5
- Custom Systems	1	2	3	4	5
Systems Integration	1	2	3	4	5
Other (specify) _____	1	2	3	4	5
_____	1	2	3	4	5

III. PERSONAL COMPUTERS (PCs)

<u>Circle Degree of Interest</u>					
	<u>Very Low</u>	<u>Low</u>	<u>Medium</u>	<u>High</u>	<u>Very High</u>
Strategies for selling to large Corporations	1	2	3	4	5
Pricing Strategies and Trends	1	2	3	4	5
Distribution Channel Strategies	1	2	3	4	5
_____	1	2	3	4	5
_____	1	2	3	4	5
_____	1	2	3	4	5



Circle Degree of Interest

	Very <u>Low</u>	<u>Low</u>	<u>Medium</u>	<u>High</u>	Very <u>High</u>
IV. MANAGEMENT AND MARKETING ISSUES					
Marketing Methods That Boost Sales	1	2	3	4	5
Acquisition Strategies and Trends	1	2	3	4	5
Pricing Trends	1	2	3	4	5
Sales Compensation Practices	1	2	3	4	5
Keys For Strengthening Market Intelligence Systems	1	2	3	4	5
Improving Sales Promotion Effectiveness	1	2	3	4	5
New Methods For Improving Customer Support Activities	1	2	3	4	5
Distribution Channel Opportunities	1	2	3	4	5
Effective Telemarketing Approaches	1	2	3	4	5
Hiring and Training Practices	1	2	3	4	5
Techniques For Integrating Market Research into Strategic Planning	1	2	3	4	5
Marketing of Multiple Delivery Mode Services	1	2	3	4	5
Other (specify) _____	1	2	3	4	5
_____	1	2	3	4	5

V. PROGRAM STRUCTURE

	<u>Circle Answer</u>	
	<u>Yes</u>	<u>No</u>
A. Size and Frequency of Research Reports		
- Prefer major reports (100+ pages) issued bimonthly	1	2
- Prefer issue reports (25-30 pages) issued monthly	1	2
- Other structure suggestions (specify)		
- _____		
- _____		



B. Deliverable Preferences

Rank the value to your company of the following MAPS deliverables
(1=most valuable, 2=next most valuable, etc.)

	<u>Rank</u>
Research reports	_____
Hotline services	_____
Executive Bulletins	_____
On-site client presentation	_____
Visits with INPUT staff	_____
Visits to INPUT library	_____
Client Conference	_____
One day regional seminars	_____
Other (specify) _____	_____
_____	_____

C. Other suggestions for improving the value of the MAPS program for your organization.

VI. Are you the principal user of the MAPS program? _____ Yes _____ No

If not, who is?

NAME _____

TITLE _____

continuing.....



Please return this completed form no later than August 31, 1984 to:

Jack M. Keen
Director of Client Programs
INPUT
1943 Landings Drive
Mountain View, CA 94043

Date Completed _____

Completed by:

NAME _____

TITLE _____

DEPARTMENT _____

COMPANY _____

CITY/STATE _____

TELEPHONE _____

THANK YOU VERY MUCH FOR YOUR FEEDBACK!



MARKET ANALYSIS AND PLANNING SERVICE (MAPS)
1985 TOPIC PREFERENCE QUESTIONNAIRE

Please indicate your organization's degree of interest in the potential 1985 research topics and structure for INPUT's Market Analysis and Planning Service (MAPS).

		<u>Circle Degree Of Interest</u>				
		<u>Very Low</u>	<u>Low</u>	<u>Medium</u>	<u>High</u>	<u>Very High</u>
I. MARKETS						
A. Industry-Specific: Opportunities and five-year forecasts in:						
Banking and Finance	1	2	3	4	5	
Discrete Manufacturing	1	2	3	4	5	
Education	1	2	3	4	5	
Federal Government	1	2	3	4	5	
Insurance	1	2	3	4	5	
Medical	1	2	3	4	5	
Process Manufacturing	1	2	3	4	5	
Retail Distribution	1	2	3	4	5	
Services	1	2	3	4	5	
State and Local Government	1	2	3	4	5	
Telecommunications Firms	1	2	3	4	5	
Utilities	1	2	3	4	5	
Wholesale Distribution	1	2	3	4	5	
Other Industry-Specific (itemize) _____	1	2	3	4	5	
_____	1	2	3	4	5	
B. Cross-Industry: Opportunities and five-year forecasts in:						
Accounting	1	2	3	4	5	
Business Graphics	1	2	3	4	5	
Distribution Applications	1	2	3	4	5	
Electronic Publishing	1	2	3	4	5	
Home computing	1	2	3	4	5	
Engineering and Scientific	1	2	3	4	5	
Human Resources	1	2	3	4	5	
Planning and Analysis Systems	1	2	3	4	5	
Project Management	1	2	3	4	5	
Sales and Marketing Applications	2	3	4	5		



Systems Software

Applications Development					
Tools	1	2	3	4	5
Data Base Management					
Systems	1	2	3	4	5
Network Management					
Systems	1	2	3	4	5
Library Control Systems	1	2	3	4	5
Operating Systems	1	2	3	4	5
Data Center Management					
Systems	1	2	3	4	5
Other (specify)					
	1	2	3	4	5
	1	2	3	4	5
Utility Processing	1	2	3	4	5
Videotex	1	2	3	4	5
Other cross-industry (specify)					
	1	2	3	4	5
	1	2	3	4	5

C. New Trends and Opportunities in:

Fourth Generation Languages	1	2	3	4	5
Expert and Knowledge-based					
Systems	1	2	3	4	5
Integrated Analysis Systems	1	2	3	4	5
(beyond Lotus, Symphony, etc.)					
Micro-to-Mainframe	1	2	3	4	5
Interindustry Electronic					
Distribution	1	2	3	4	5

D. Other Topics

Information Services Industry					
Analysis and Forecasts: 1985-					
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Joint Ventures: Strategies					
and Caveats	1	2	3	4	5
Vendor Financial Watch					
(financial trend analysis of					
public information services					
companies)	1	2	3	4	5



II. DELIVERY MODES

To what extent would you like to see more, the same, or less coverage of the following delivery modes:

	<u>Circle Coverage Desired</u>				
	<u>Much Less</u>	<u>Less</u>	<u>Same</u>	<u>More</u>	<u>Much More</u>
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Turnkey Systems					
- Packaged Systems	1	2	3	4	5
- Custom Systems	1	2	3	4	5
Systems Integration	1	2	3	4	5
Other (specify) _____	1	2	3	4	5
_____	1	2	3	4	5

III. PERSONAL COMPUTERS (PCs)

	<u>Circle Degree of Interest</u>				
	<u>Very Low</u>	<u>Low</u>	<u>Medium</u>	<u>High</u>	<u>Very High</u>
Strategies for selling to large Corporations	1	2	3	4	5
Pricing Strategies and Trends	1	2	3	4	5
Distribution Channel Strategies	1	2	3	4	5
_____	1	2	3	4	5
_____	1	2	3	4	5
_____	1	2	3	4	5



Circle Degree of Interest

	Very <u>Low</u>	<u>Low</u>	<u>Medium</u>	<u>High</u>	Very <u>High</u>
IV. MANAGEMENT AND MARKETING ISSUES					
Marketing Methods That Boost Sales	1	2	3	4	5
Acquisition Strategies and Trends	1	2	3	4	5
Pricing Trends	1	2	3	4	5
Sales Compensation Practices	1	2	3	4	5
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Effective Telemarketing Approaches	1	2	3	4	5
Hiring and Training Practices	1	2	3	4	5
Techniques For Integrating Market Research into Strategic Planning	1	2	3	4	5
Marketing of Multiple Delivery Mode Services	1	2	3	4	5
Other (specify) _____	1	2	3	4	5
_____	1	2	3	4	5

V. PROGRAM STRUCTURE

	<u>Circle Answer</u>	
	<u>Yes</u>	<u>No</u>
A. Size and Frequency of Research Reports		
- Prefer major reports (100+ pages) issued bimonthly	1	2
- Prefer issue reports (25-30 pages) issued monthly	1	2
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- _____		



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Rank the value to your company of the following MAPS deliverables
(1=most valuable, 2=next most valuable, etc.)

	<u>Rank</u>
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Executive Bulletins	_____
On-site client presentation	_____
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Client Conference	_____
One day regional seminars	_____
Other (specify) _____	_____
_____	_____

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VI. Are you the principal user of the MAPS program? _____ Yes _____ No

If not, who is?

NAME _____

TITLE _____

continuing.....



Please return this completed form no later than August 31, 1984 to:

Jack M. Keen
Director of Client Programs
INPUT
1943 Landings Drive
Mountain View, CA 94043

Date Completed _____

Completed by:

NAME _____

TITLE _____

DEPARTMENT _____

COMPANY _____

CITY/STATE _____

TELEPHONE _____

THANK YOU VERY MUCH FOR YOUR FEEDBACK!



August 17, 1984

NO ITEM TO INSERT

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Dear

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:

We are now soliciting your comments and ideas for 1985 topics for INPUT's Market Analysis and Planning Service (MAPS). We would also like your opinion of the current structure of the program and the frequency and size of our reports. We value your ideas and this is an opportune time for you to participate in the formulation of this program as we plan for 1985.

Please return your completed questionnaire to INPUT by August 31. Your timely response is greatly appreciated.

If you would like to discuss these or other possible topics directly, please call Jack Keen, Program Director, or speak with me or your sales consultant.

Sincerely,

Thomas M. Cannon
Vice President, Marketing
and Sales

TMC:ml

Enclosure

1. Introduction

2. Methodology

3. Results

The first part of the study focuses on the analysis of the data collected from the experiments. The results show that the proposed method is effective in reducing the error rate. The second part of the study discusses the limitations of the current work and suggests future research directions. The third part of the study concludes the paper and summarizes the main findings.

4. Conclusion

5. References

index,name,address,salutation

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Services Staff Manager

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index15. Ms. Paulette Cichon

Manager, Competitive Analysis
BOEING COMPUTER SERVICES COMPANY

7980-90 Gallows Court
Vienna, VA 22180

Ms. Cichon

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 President
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 Mr. Walter
 index62. Mr. Robert Walters
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 Mr. Walters

1934, Vol. 100, No. 1, p. 1.

1934, Vol. 100, No. 2, p. 1.

1934, Vol. 100, No. 3, p. 1.

1934, Vol. 100, No. 4, p. 1.

1934, Vol. 100, No. 5, p. 1.

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